

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. IV.

NEW YORK, MAY 6, 1891.

No. 18.

YES, THERE ARE

Other Ways of Advertising.

The Hand-bill

littereth the vestibule, but the Newspaper talketh with every member of the family.

The Circular

if sealed, deceiveth for a moment, but the Newspaper is read and hearkened unto.

The Way-side Sign

tempteth the small boy, and the robin hunter, but the Newspaper rideth in the pocket of the passer-by.

The Sandwich Signs

man is sometimes in sight—he mingleth with the crowd at the windows of the Newspaper Advertiser.

The Sign Fence

stretcheth far across the meadowy wastes, but the Railway traveler is engrossed in his Newspaper.

Wherefore the use of the Newspaper is the beginning of Advertising wisdom. When interested as to *What Use? What Paper? What Price?* Consult

N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA.

\$600 Will Do It!

~~~~~  
 Good for acceptance till May 31st.

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**ONE INCH display advertise-**  
**ment thirteen weeks' immedi-**  
**ate insertion in FOURTEEN**  
**HUNDRED LOCAL COUNTRY**  
**PAPERS, reaching more than**  
**one-sixth of the reading pop-**  
**ulation outside of the large**  
**cities of the United States.**

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## Atlantic Coast Lists' SELECT PAPERS.

—\* *One Electrotpe only required.* \*

Notes due Nov. 1st accepted from responsible  
 advertisers.

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### ATLANTIC COAST LISTS,

134 Leonard St., New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. IV.

NEW YORK, MAY 6, 1891.

No. 18.

## PATENT MEDICINE ADVERTISING.

By John M. Richards.

I have just been re-reading the article which you have been good enough to reprint in your issue of April 8, taken from the *London Chemist and Druggist* of May, 1885. As you remark, the conditions have changed somewhat since that time; and yet, in looking the article over, I cannot really say that I should, to-day, vary my opinion in reference to any of the questions there raised and answered.

I might say this, however, in reference to the highest monthly sale of a thirteen-penny half-penny article standing at 500 gross a month, Mr. Beecham, of St. Helens ("Beecham's Pills"), wrote me at once that I must alter my figures so far as his firm was concerned. His monthly sales, even at that time, amounted to a value of between five and six thousand pounds, representing a thousand to twelve hundred gross, and I have now positive information in reference to several other articles which have sold up to £3,000 and £4,500, representing six to nine hundred gross respectively.

What I should like chiefly to speak of is the still unanswered problem among all advertisers as to the limitation of sales under the influence of any expenditure. I mean that, at any expense whatever, there is always some point at which sales stop, without growing any larger, and beyond which no amount of advertising will raise them. There are analogies in other fields. A preacher who can attract an audience to fill a church of three thousand seats, and fill it till it is crowded, can nevertheless only half fill a six-thousand-seat church. When a theatre is opened with a successful play, it will be crowded, and it might be supposed that on the second night twice as many people would be attracted and half of them would have to go away. But we know

that is not the experience. So with the sale of a medicine. It always has a high-water mark and sticks there. When you have found out just where this point lies it is of no use thinking that you can surpass it, except by opening new ground.

After this certain stage has been reached, what is the policy? What is the right course to take—to go on with the same amount of advertising, or can you retain what you have got by an insurance of one-third, or half, or two-thirds as much? I should think that one of the most interesting statements that could be put before the patent medicine advertising community would be the experiences of a number of advertisers whose success was admitted as to volume of sales, showing what the average of success had been after what I call the sticking point had been reached—say after ten years.

Nearly every successful medicine man has got a "chamber of horrors." He has got some skeletons there that he does not like to look at, the skeletons of things that his best energies have been lavished upon without any result except to benefit the printer and the newspaper proprietor. I want to know—and nobody has ever been able to tell me—why methods, approved by the best experience, and found entirely successful when applied to one article, fail absolutely and ignominiously in the case of another. There is the same organizing skill, it may be, and the same literary and artistic talent engaged; the testimony that can be adduced may be just as cogent in one case as in the other, and the medicines, each in its own sphere, equally efficacious. Yet the methods which succeed with one fail with the other.

A man who can sell as much cough syrup as he wants to will fail altogether to sell, say, a pill or an embrocation, and will, perhaps, have the mortification to see a neighbor, stimulated by

his own example, step in and succeed ! It is not because the medicine is different, for what succeeds with one pill fails with another. It is just an instance of the glorious uncertainty which I spoke of to the *Chemist and Druggist* reporter, and, writing in 1891, I am no nearer to a solution of the problem than I was in 1885. Can anybody clear up the mystery ?

### STRAY SHOTS.

*By Artemas Ward.*

Ho ! merchant ; ho ! manufacturer ; ho ! man, in whatever calling. Enthusiasm is everything. It is a vital force. Without it business drags or dies. One of the accidents of an advertising effort is that it enlists this force. All advertising is action, action of the briskest kind. It wakes up every energy, and by its very activity ennobles the efforts made. If you are afraid of action—if you cannot trust yourself, your goods, or your working force in the swift current which sweeps toward success, do not attempt to advertise ; it is fatal to sluggish or timid men.

Faith first induces the advertiser to invest large sums of money in making his article known to the wide public. His bold investment leads him out of the ordinary channels of dull trade to the higher fields of enterprise, and no matter how humble the article which he is pushing, if it is ennobled by his activity and rendered prominent by his outlay, he soon finds himself ranked among the "enterprises of great pith and moment."

The position of umpire on a baseball ground is always a dangerous one. Having been chosen as judge, several times of late, to decide the merits of advertisements offered in competition, I intend to put an extra insurance on my life.

The experience, however, is an interesting one. The amount of trash which is offered gives indication of a considerable amount of personal confidence, not to say "brass," current on the community. That a fifty-dollar prize should call forth only twenty to twenty-five replies, notwithstanding the wide publication of the offer, proves that after all comparatively little talent

is enlisted as yet in the advertising field, or else that those engaged in it either do not care to compete, or consider their time too valuable to enter a competition for fifty dollars. For my own part, I would charge twenty-five dollars for getting up an advertisement whether it was accepted or not, with the understanding that the price should be fifty dollars if it was accepted.

Half the offerings are absolutely illiterate. Many efforts on which the originators have spent hours of labor contain half-a-dozen words, grossly mis-spelled, generally through pure carelessness. The name and address is lacking in some cases. Only three or four are offered in type, or are so drawn that they are capable of reproduction without alteration.

Avoid friction. Every change in prices is a friction. Every complication in a price list is a friction. If you want the wide world to patronize you, be careful to have the simplest terms and prices, and do not depart from them. A clientele of well-trained customers is one of the most profitable possessions on earth.

An advertising agents' club might go, but an advertising writers' club I take no stock in. There should be no such distinct class. I doubt if there are enough men strictly engaged as advertising writers in New York and Brooklyn to form such a club.

### A LAW OF NEWSPAPER ADVERTISING.

*By E. A. Wheatley.*

A very interesting subject to advertisers has been under discussion in two recent numbers of *PRINTERS' INK*. I refer to the question raised editorially in the issue of April 15th (under the caption, "Which is Right?") as to whether it pays better, *ceteris paribus*, to advertise continuously in one paper or to advertise once in many papers.

Now it seems to me that this is a very vital question to advertisers, and one upon which up to now hardly enough stress has been laid. Perhaps its importance has not been recognized, but in any case the fact that already in *PRINTERS' INK* six long columns have been devoted to threshing out the question shows, I think, that there is an awakening that way.

It must be evident to all who read and digest the various papers devoted to the interests of advertisers—amongst which, of course, we know PRINTERS' INK takes the lead—that from the rough and ready “rule of thumb” method of advertising of ten or twenty years ago, we are approaching more rapidly every year to the high “art within the art,” where laws as inflexible as those of the Medes and Persians hold sway, and always have held sway, and it is only the antiquated advertiser who sits up in his worm-eaten office and continues to grind out his fossilized ideas on a fossilized and antedeluvian system, or rather, without any system at all.

Every advertiser has his own pet hobby, which he rides on all possible occasions, as to the best way of advertising. Sometimes his hobby is backed up by the knowledge born of experience, sometimes not, and instead is merely the product of his own imagination. Our business is not, however, with individual hobbies, but is to find, if possible, which is the right. There must be a right and a wrong. There are no half measures. The laws exist, and to violate them is to pay the penalty, in failing to get your full money's worth; that is to say, in not getting for the money you expend the utmost possible good which can possibly be got.

Glancing over the three articles in the order written, we find that the first, viz., that which opened the question, is strictly impartial. It gives arguments both on one side and on the other, and after arguing them out to their logical conclusions, leaves the matter unsettled.

The second article is that in the issue of April 22d, entitled, “A Six-line Advertisement for \$3,000.” This article gives a definite opinion on the subject, which may be summed up by a couple of extracts, viz.: “There can be little doubt that the first insertion of any advertisement is worth a little more than any other.” And again: “A single insertion of a 21 inch advertisement in the paper having the larger issue (*i. e.*, one that prints at a single issue as many papers as the other prints in a whole year) will be as well worth \$4 as the 52 insertions of the same advertisement in the paper having the smaller issue.”

The third and last article, viz., “Continuous Advertising,” by Oscar Green-

man, in the same issue, takes up an exactly opposite stand to the above, and says: “The advertising should be continuous year after year.”

Now here is a great difference of opinion. In the words of the first article, “Which (or who) is right?”

We must take it that both of these two writers write from experience and know what they are saying, for they write trenchantly and to the point. They each apparently have their hobby, and it is, I think, plain that it is of the kind born of experience; of course I know it is in the case of Messrs. Geo. P. Rowell & Co.

The point is that they are both too narrow and treat only of the subject from their point of view. True, Mr. Greenman confines himself strictly to the inquiry raised, which specified “patent medicines,” but then why write only of patent medicines? They form only one division of a class, and are not, as often supposed, a class by themselves. On the other hand, Messrs. Geo. P. Rowell & Co. are too sweeping in their assertion that the first insertion of *any* advertisement (the italics are mine) is worth a little more than any other.

Both parties, I think, are right in their way, and yet both are wrong, because they place all advertisements in the same category as the one they are writing about. Thus Messrs. Geo. P. Rowell & Co. place all advertisements in the category of the “six-line advertisement which is to reach the largest number of intelligent young men living in small towns and rural districts”—let us take it for granted it is an advertisement of some business college—while Mr. Greenman places all patent medicines in the category of those which are sold to the public through the drug stores.

Now I think that all advertisements can be divided up into two great classes, and according to whether they belong to either of these two classes can it be said, almost without any chance of mistake, which of the two ways of advertising pays the best. Herein, I think, lies a great secret in “judicious” advertising, concerning which we hear so much nowadays.

These two classes are composed of (1) advertisements inserted by advertisers who deal direct with the consumers, their clients; and (2) advertisements inserted by advertisers (principally manufacturers) who have to

sell their goods to the public through the medium of middlemen or retailers.

To the first class belong the advertisements of stores of all kinds, such as dry goods, groceries, etc., amusement caterers, photographers, business colleges, patent medicines and other articles which are sold direct to the consumer, either by mail or otherwise.

To the second class belong patent medicines which are "sold by druggists everywhere," soaps, toilet articles, perfumes, etc.

After classifying them in this way it is evident, I think, that two different rules must apply to the two different classes.

Is it not plain that every advertisement of, say, some garden seeds or some business college or some photographer has a value that is essentially its own, and for which it is not indebted to any other advertisements of the same man that may have appeared previously? Out of 100 men who read an advertisement, let us say about seeds, suppose one wishes to buy some; he will probably write in for prices and particulars. The other 99 will glance it over and, not being "in the market" for seeds, will not take the trouble to notice the name of the man who is selling them.

Say this advertisement had been inserted in 1,000 different weekly papers, with an average of 1,000 readers each. At the above mentioned percentage, which is perhaps a high one, but which I use merely for the sake of argument, he would get 10,000 replies. Now the question is, if he inserts this advertisement in the following week's issue of the same 1,000 papers, would he get as many, or even half as many, replies? I think the answer would be decidedly, no. If not, clearly the money he expends in the second week's advertisement is thrown away in inverse ratio to the number of replies he gets, since for the same money he could probably have put the same advertisement in 1,000 other papers, equally well selected, and, human nature being about the same all over the world, have received another 10,000 replies. I think it is certain that if he wished to advertise in the same papers again he would get more replies, and of course more orders, if he did so after a lapse of three or four weeks or more, than if he advertised again the very next week.

I mention weekly papers for better illustration, it being so much easier to

imagine the experiment with weekly papers than with daily ones. If the experiment were tried with daily papers it would be difficult to come to any conclusion for many reasons which must be obvious to any experienced advertiser, and which I have no space to dilate upon; but I am satisfied that the same rule applies to daily as to weekly papers, taking of course into consideration the goods to be advertised.

Quite different the case of the standard article, soap, patent medicines, or whatever it may be, which the manufacturer desires to place before the public, and which is to be handled by the regular retail trade. Steady perseverance is necessary here. No half measures. It is neck or nothing. Here it is evidently much better—almost essential—that the advertising be confined to a certain district until the name of the article is a household word. Of course, the size of the district to be advertised depends entirely upon the capital of the advertiser. It is better to advertise a small district well—let it be ever so small—than a large one ill. But it must be continuous. The name must be always before the public—always, always, always. No stop, no rest, until the name of the well-advertised article is graven upon the weary brain of the reader and consumer in never-effaceable letters of fire. Then the advertiser may stop and rest. After a certain point "continuous advertising," by yearly contract, may be given up—stopped until the new generation is out of its swaddling clothes. It is then that the utility of the single insertion of "a whole page advertisement," spoken of by Mr. Greenman, comes in. Nothing better than that after the *ne plus ultra* of continuous advertising is reached. Every now and then to flare out in some striking and convincing advertisement keeps the name of the article connected with the idea of superlative excellence in the mind of the consumer, and is therefore conducive to sales.

This is the law as I take it. It is good and simple, I think. Simple, because all good laws are simple. Good, because it is true.

"ANOTHER break in kid gloves" is the unfortunately suggestive line with which a New York dry goods house heads its advertisement.

## THE ERA OF WORD PAINTING.

By Clifton S. Wady.

Every firm or business man has occasion to issue circulars, special announcements, lists, etc. I repeat—the occasion is not lacking, but the general failure to properly meet that occasion, or occasions, is the subject of the present writing.

It is hard to break away from the benign influences of old-time conventionalism; misconceived "trade customs;" musty traditions, or personal prejudices, in connection with this class of advertising as regards typographical display, use of cuts and dependence on the ordinary job compositor in the neighborhood; but especially the cut-and-dried phraseology which was second-hand and worn out fifty years ago.

This is the era of word-painting, and the chief interest (and consequently value) of most advertisements depends upon the wording; the display is secondary; the illustrations, be they never so artistic and clever, are but supplementary. These latter are useful to attract the attention; the means to that end are important, but the *object* of the advertisement has not been attained until that attention has been held for a time, even though that time be brief.

The well-written advertisement is becoming more and more appreciated and necessary now that the movement has been carried to its present stage, due to the increased attention given to the advertising columns of most publications of the day. Readers have been educated to peruse, criticise and enjoy such departments as much in many cases as the reading matter of the general pages—and not to their discredit, be it said.

The advertisement of to-day reflects the thought-images of some of the finest artists and cartoonists in the country, and embraces the genius of many literary men whose efforts have brought the writing of advertisements up to a profession. Nevertheless, such service—combining experience, natural tact, skill and special abilities—is offered at a cost considered most reasonable by those who have made use of it the longest.

In view of these facts, the person about to place a line of advertising can not afford to ignore what is being done in this particular field, and will be wise if he accepts the situation as against a

too economic policy, and endeavors to get the best results on a "long average," rather than allow the first cost (which may sometimes appear heavy) to stand in the way of best success.

To close with the offer of a little boiled advice, then:

Don't save a dollar to lose a hundred; the magnet teaches, hold out money to draw money.

Remember, if you compose your own output of matter, that an advertisement has not usually the attractive qualities of a popular novel; you will have to seek your audience and "hold it against the world."

Remember, too, that originality and artistic skill are for sale in our times, in quantities to suit, and their purchase is as legitimate as that of any other aid to success.

Remember that the eye is situated near to the thinking faculties—and catch the eye!

## HOW ONE CONTRACT WAS WON.

"I have just left the head of a big Front street firm," said an advertising solicitor, who is one of the brightest members of the hustling fraternity to which he belongs, "and I have a fair-sized contract bearing the firm's signature tucked in my inside pocket. How do you suppose I got it? The old gentleman undertook to spike my guns before I had my batteries fairly opened on him by agreeing to everything I said in favor of advertising, and enthusiastically attributing to it much more than I would dare to claim for it. He then went on to inform me that his firm had no occasion whatever for advertising, as it was well known from having advertised extensively in its earlier days.

"So," said I, "you think that the advertising which you did in the early days of your business is sufficient to carry you through now?"

"Undoubtedly I do," he replied.

"Well," said I, "will you kindly tell me the name of the candidate for Vice-President on the Republican ticket election before last?"

"He was stuck. He hesitated, stammered a little, and finally replied: 'Well, no, I can't.'"

"Now, said I, 'do you know of any man who was better advertised at that time?'"

"It fetched him."—*Phila. Inquirer*.

## FIRST PRIZE AWARDED.

In response to the offer of \$1,000 in prizes for the best notice, criticism or review of PRINTERS' INK, 711 entries have been made. A careful examination of these clippings has resulted in the selection of the following as the best, which was written by E. C. Allen, and appeared in the *Augusta (Me.) National Farmer and Home Magazine* for April. Messrs. Geo. P. Rowell & Co. have forwarded their check for \$500 to Mr. Allen. We reprint the notice below in full.

## SUCCESS AND FAILURE AMONG ADVERTISERS.

Recent statistics, according to Bradstreet's Commercial Directory, show that in all lines of industrial life more than four-fifths, or over eighty-two per cent of all who failed in business in the United States last year were brought to that condition primarily because of lack of equipment, either natural or acquired, mental or financial, or through lack of special education in their respective lines of trade.

It is clear and plainly evident that poor and superficial preparation for business life is the one great weakness of our present industrial training—the broadest of all avenues leading to failure. It is this lack of proper equipment which causes certain advertisers to fail, while others gradually work their way to eminent success and great wealth. The great study with the advertiser, therefore, should be how to start right, how to go on right, how to constantly keep fully equipped.

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Advertising is a science. What would be thought of a young man or youth who developed a genius for mathematics, who said, "I will not study arithmetic, or algebra, or geometry. I will not give time to the teaching of the professors and masters of that great science, but I will work all out for myself, arriving at better methods, through the power of my own intellect and genius." However great his natural ability he could not progress far in a lifetime. But if he availed himself of the knowledge left to all as a heritage—treasure accumulated by thousands of great minds in the years and ages past—then might he become great in the profound science, and possibly renowned through some advance or improvement or simplifying of method.

The same holds true in the science of advertising; the man who becomes great in it must possess genius of a certain description; and he must ever be a student—first, to secure the wisdom of the past and present; second, to keep in the van, to be a leader in the rapid march of progress.

As the ordinary youth readily learns enough of mathematics to very well serve the purposes of ordinary business life, so may the ordinary advertiser succeed moderately well with the same half careless study and the same lack of genius.

Hard, patient work accomplishes much. In one sense industry and research are the parents of genius. Thus, advertisers without much genius, who study the science moderately, succeed fairly, while those who have natural genius in a high degree, but who will

not work to learn from others, almost invariably fail. But great success is the result of the happy union of natural genius and careful, patient study and investigation.

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PRINTERS' INK, published weekly, at \$2 a year, by George P. Rowell & Co., New York.

This little magazine is an educator; it teaches the science of advertising. From an editorial standpoint it is able. Its contributors are, in the main, the most successful advertisers and advertising experts. Its advertisers are very largely the ablest advertising agencies and the liveliest and most valuable advertising media. Its proprietor, the strong, leading advertising agency, of whom that progressive, thoughtful student and teacher of the science of advertising, Mr. George P. Rowell, is the head. The reader is constantly brought in contact with many of the brightest and ablest minds who are interested in advertising. Such interchange of thought means constant progress.

It is an exchange for the promotion of the science of advertising through bringing together, in free discussion, the ablest minds. As a publication calculated to successfully educate and develop the advertiser, it stands entirely unequalled and unrivaled in this or any other country. Issued weekly, its teaching and influence are continuous on the reader; thus are men guided and developed almost without realizing it. This continuous education means continuous progress for the great field of advertisers. Do not understand me as saying that all wisdom in the art is to be found in this magazine, but I do say that more is to be found there than in any other single channel in the world. The chart is a little thing, but on it much of the safety of the mariner depends. PRINTERS' INK is the chart or guide to whom many advertisers already owe much of their safety and success.

For twenty years I have constantly advertised. Successful at the start, through the value of an original, popular idea, I was weak enough to fancy that I knew something about advertising. The loss of over one hundred thousand dollars in 1872 made a profound impression on me, to the effect that I knew nothing about it. I went to work to try to learn the art, and, by constant endeavor and study, I have been able to hold a place in the ranks of success.

Could I have had at that time such a magazine, such an exchange of thought, such a teacher and educator as PRINTERS' INK, I think I should have saved over one hundred thousand dollars in 1872. I also believe I should have made more money, and with less worry and care, as the years rolled by.

The reader doubtless infers that I would pay a very high price for PRINTERS' INK if necessary. I would pay one thousand dollars a year for it, if it could not be secured for less, simply because I believe it to be worth more than that sum to me in my business.

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The successful lawyer studies the *Law Reporter*, the successful physician and surgeon the *Medical and Surgical Review*, and the successful advertiser PRINTERS' INK.

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Mistake not, reader. This article is not intended to flatter and does not flatter. Flattery imitates as nearly as possible the form of honest, deserved merit, and the one is only too frequently taken for the other. Happy are those whose keen perceptions enable them to clearly distinguish the true and substantial from the false and hollow. E. C. ALLEN.



A WELL-WRITTEN "AD."

(With apologies to Gilbert & Sullivan.)

If you want a receipt for that popular mystery,  
Known to the world as a well-written "ad.,"  
Don't try to give all of your article's history;  
Cut out the things you think will look bad.

Start off with a headline, words that are catchy,  
Stick to short phrases and paragraphs terse,  
Give all the points, don't make it look patchy,  
No matter if written in prose or in verse.

Describe what you have, with your best ability;  
Tell all the truth, and leave out all lies;  
Remember, success must be built on stability;  
Consistency's golden when you advertise.

Mix these together, don't make them hum  
drum,  
And a well-written "ad." is the residuum.  
E. D. GIBBS.

SOUNDS LIKE ONE OF OUR FOREIGN LETTERS.

From An Exchange.

A German Lesson in English.—Professor  
Goldburgman—Herr Kannstricht, you will the  
decisions give in the sentence, "I have a  
gold mine." Herr Kannstricht—I have a  
gold mine; thou hast a gold mine; he has a  
gold mine; we, you, they have a gold ours,  
yours or theirs, as the case may be. Professor  
Goldburgman—You right are; up head proceed.  
Should I have a time pleasant have, if  
all Herr Kannstricht like were.

WANTS.

Advertisements under this head 50 cents a line

**I WANT NOVELTIES** and quick-selling articles to handle through the mails. J. C. GRASON, Council Bluffs, Iowa.

**WANTED**—Capable Writer on editorial force of Republican country daily. Address "WRITER," care of PRINTERS' INK.

**I WANT NAMES** of 50 thousand farmers, mechanics and business men in Southern States. F. Claude Manning, Knoxville, Tenn.

**A LEADING newspaper** in a leading city wants a good advertising man. May manage department, if qualified. "EXCELSIOR," PRINTERS' INK.

**NO PUBLISHERS.**—Wanted—Dead Stock: about 4500 pages, 16mo, of printed matter of various good English stories. S. FEINBERG, 143 Duane St., N. Y.

**CANVASSERS** wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of PRINTERS' INK, 10 Spruce St., New York.

**WANTED**—A competent man to take full charge of the business of an established weekly newspaper. Energy, industry and experience required. Address, with reference, age and salary expected, "BUTLER," PRINTERS' INK.

**I HAVE** a two-hundred-acre Farm that I want to trade for advertising space in some good (ladies' journal preferred) paper, to advertise a patent medicine called The Ladies' Friend. Copyrighted. Dr. R. DRAKE, La Grange, Ind.

**TO** a party who can invest \$5,000 a rare opportunity is offered to secure an equal interest in a well established and prosperous Weekly Trade Journal in the leading Western city. The leading Industrial Journal of the Great West, North West and South West. Investigation is solicited. Address "N. E.," Box 1333, Denver, Colo.

**EVERY ISSUE** of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

Advertisements under this head 50 cents a line

**HIGH-SPEED MINIATURES!** High-speed Miniatures!!

**PRICE** lower than expected. Thousands already ordered.

**NEWSPAPER MEN**, and other premium users, should send

**AT ONCE** for full description of the latest and best premium,

**A MINIATURE DYNAMO**, with battery, 1,300 revolutions per minute.

**MADE** just like a large machine, with armature brushes and field magnets.

**THE** only high-speed miniature engine ever invented with battery attached.

**MINIATURE DYNAMOS** for premiums, EMPIRE PUB. CO., 66 Duane St., N. Y.

**100,000 CORRECT ADDRESSES** of married women furnished a few reliable houses; no one else has so valuable a list. "S.," Box 3259, New York.

**PREMIUM BOOKS** FOR SALE. 400 copies "Dio Lewis' best book on health. "In a Nutshell." Elegant, large, cloth bound, full gilt, \$1.50 book. 25 cents each for lot. Sample copy, 50 cents, postpaid. J. P. CHEW, Xenia, O.

**FOR SALE**—The entire or one-half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. F.," care PRINTERS' INK.

**TWO COUNTY CAMPBELL PRINTING PRESSES**, size of bed 31x44 inches. One run one year, one run nine months, both in good repair. Will sell cheap. Reason for selling, have put in Perfecting Web Press. THE GOSPEL NEWS CO., Cleveland, O.

**IF YOU WANT TO SELL** your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

**\$6,000 CLEARED** yearly on \$10,000 printing investment. Established 30 years. Chance of a lifetime. Work contracted for five years. Work easily doubled. Located in thriving lake town. Only responsible parties replied to. Address "MONEY TALKS," PRINTERS' INK.

**FOR SALE**—at a bargain, in the prettiest town between New York and Boston, 35 miles from New York, on the Sound, an 8-column Newspaper and Job Office, established 17 years. Fully equipped and lately moved to new and excellent quarters. City growing magnificently. Address, "D.," office PRINTERS' INK.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

**AGENTS' GUIDE.**

**20TH CENTURY.**

**A** LLEN'S LISTS ARE strong.

**F**ARMERS' CALL, Quincy, Ill.

**L** EVEY'S INKS are the best. New York.

**T** O COVER KANSAS use THE TOPEKA CAPITAL.

**L** IVE KANSANS read the TOPEKA STATE JOURNAL.

**A** GENTS' HERALD, Phila., Pa. 15th year. 80,000 monthly.

**T** HE GRAPHIC, Chicago, "the great Western illustrated weekly."

**T** HE GRAPHIC, Chicago—Most value at least cost to advertisers.

**B** RIGHT, clean and reliable is the SAN FRANCISCO BULLETIN.

**A** COMPLETE Family Newspaper. SAN FRANCISCO CALL. Estab. 1853.

**A** GENTS' names \$1 to \$10 per 1,000.

**A** GENTS' HERALD, Phila., Pa.

**S** AN FRANCISCO WEEKLY CALL and BULLETIN cover the Pacific Coast.

**L** ARGEST evening circulation in California—SAN FRANCISCO BULLETIN.

**P** ROSPEROUS, intelligent people reached by the SAN FRANCISCO BULLETIN.

**M** OST "Wants" most circulation, most adv's. SAN FRANCISCO CALL leads.

**T** HE ADVERTISERS' GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

**L** OUISVILLE COMMERCIAL—Only 2 cent Morning Daily published in Kentucky.

**H** IGH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

**T** RY SOUTHERN LUMBERMAN, Nashville, Tenn. Only lumber paper in the South.

**R** EADY June 1st, Cleveland (O.) Blue Book. THE TAYLOR-AUSTIN CO., Publishers.

**N** EW HAVEN NEWS—Largest circulation. Small ads 1c a word. Space \$1.20 an inch.

**55.063** D.: 57,742 S.: 22,846 W.: circulation SAN FRANCISCO CALL.

**H** IGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

**P** ATENTS for inventors; 40 page book free. W. T. FITZGERALD, 800 F St., Washington, D. C.

**G** OOD as any county newspaper in New Jersey. REGISTER, Bordenstown. Established, 1845.

**D** AILY REPUBLICAN—Phoenixville, Pa.—Only daily, city of 9,000; proved circulation over 1,300 daily.

**1250** CIRCULARS mailed to separate names for \$1. J. R. HUDSON, Hardin Springs, Ky.

**O** NE-FOURTH CENT a line per 1,000 circulation in 5 Davenport papers. BRADY & CO., Advertising Agents, Davenport, Iowa.

**Y** OU can run a local illustrated paper at a PROFIT. Will tell you how. PICTORIAL WEEKLIES COMPANY, 28 West 23d St., N. Y.

**T** YPE Measures, nonpareil and agate, by mail to any address on receipt of three 2c stamps. Address GEO. P. ROWELL & CO., New York.

**A** DVERTISE Woodworking Machinery in SOUTHERN LUMBERMAN. It reaches the Yellow Pine and Hardwood mill men.

**N** ashville, Tenn.

**T** HE CAPITAL (Daily and Weekly), published at Topeka, has the largest circulation in Kansas. Send for sample copies and advertising rates.

**T** HE SIOUX CITY JOURNAL—only paper in Iowa published seven days a week. It has the largest daily circulation of any paper published in the State.

**N** EW YORKER HEROLD, daily, is among the 161 newspapers to which the new edition of American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**A** DVERTISERS all on our list have a 50-cent order on you. WE pay CASH. No discount. Send self-addressed postal. T. C. JEROME, Minneapolis, Minn.

**M** EDICAL BRIEF (St. Louis) has the largest circulation of any medical journal in the world. Absolute proof of an excess of thirty thousand copies each issue.

**T** HE ADVERTISERS' DIARY Ledger records contracts, insertions and payments for 28 papers one year. Simple. Accurate. Postpaid, 35 cents. O. KLING, Denver, Colo.

**E** MBOSSSED CATALOG COVERS and Office Stationery, etc., our specialty. Send for sketch and estimates. GRIFFITH, AXTELL & CADY CO., Designers and Embossers, Holyoke, Mass.

**C** OOLUMBUS, Ohio.—THE OHIO STATE JOURNAL, Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

**C** INCINNATI POST, daily, is among the 161 newspapers to which the new edition of American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**B** OSTON POPULAR EDUCATOR is among the 161 newspapers to which the new edition of American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**G** OLDEN DAYS, Philadelphia, Pa. is one of the 70 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 100,000 copies each issue.

**T** HE ST. LOUIS HOME CIRCLE is among the 161 newspapers to which the new edition of American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**H** ALT! LOUISVILLE (Ky.) SUNDAY CRITIC will print advertisement for one month. If profitable returns do not follow, no charge will be made. DAN E. O'SULLIVAN, editor and owner.

**N** ATIONAL TRIBUNE, Washington, D. C. is one of the 32 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 150,000 copies each issue.

**T** HE METROPOLITAN, New York City, is one of the 14 monthly publications to which the new edition of the American Newspaper Directory for 1891 accords its highest circulation rating, viz., exceeding 150,000 copies each issue.

**C** ATHOLIC NEWS.—According to the new edition of the American Newspaper Directory for 1891 there are only four Sunday newspapers in America that issue more than 150,000 copies regularly, and one of these is the New York Catholic News.

**T** HE EVENING ITEM, Philadelphia, Pa. is one of the 32 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 150,000 for each issue and one of the four DAILY papers exceeding 150,000.

**T** HE VOICE, published in New York City, is one of the 32 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

**PAPER DEALERS.**—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of **PRINTERS' INK.**

**THE SCHOOL JOURNAL**, weekly (circulation 18,000), and **TEACHERS' INSTITUTE**, monthly (circulation 47,000), reach a large proportion of 30,000 teachers and school officers. Circulation proved. New York.

**TOWN TOPICS**, weekly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**THE WEEKLY INTER-OCEAN**, Chicago, Ill., is one of the 70 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 100,000 copies each issue.

**PEOPLE'S HOME JOURNAL**, New York, is one of the 32 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 150,000 copies each issue.

**THE HARRISBURG TELEGRAM**, Harrisburg, Pa., is one of the 70 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 100,000 copies each issue.

**THE NEW YORKER REVUE UND BEOBACHTER AM HUDSON**, Sundays, is among the 161 newspapers to which the new edition of American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**THE PRICE** of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

**NORTHWEST MAGAZINE**, St. Paul, Minn., is 26,000 copies; popular literary magazine, specially favored by railroad men. Very superior medium. Rates low. Address Eastern Office Northwest Magazine, Room 44, 150 Nassau St., N. Y. Don't miss this paper.

**XIII.**—Newspaper, newspaper, news-paper, paper illustration, illustration, illustration. Ideas, ideas, ideas furnished, furnished, furnished regularly by JAMES HANBERT, care The National Builder, Adams Express Building, Chicago, Ills.

**A TWO-LINE NOTICE** in **PRINTERS' INK**, under heading of Special Notices, is brought to the attention of over 40,000 advertisers every week for a whole year for \$32; 3 lines will cost \$28; 4 lines, \$104; 5 lines, \$130; 6 lines, \$136; 7 lines, \$182; 8 lines, \$208.

**THE GREAT MEDIUM** for the South and West, **BELFORD'S MAGAZINE**, monthly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**THE ELMIRA TELEGRAM**.—According to the new edition of the American Newspaper Directory for 1891 there are but four Sunday Newspapers in North America that print an edition exceeding 150,000 copies weekly, and one of the four is the Elmira Telegram.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

**CLASS PAPERS.** Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

**COLLEGES, SCHOOLS** and **SUMMER RESORTS** cannot reach the well-to-do public of the Southwest more effectually and economically than by advertising in the New Orleans **PICAYUNE**. Sample copies and advertising rates furnished on application. Address **PICAYUNE**, New Orleans.

**THIS PAPER** does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more.

**COLUMBIA'S CENTENNIAL**, May 13, 14, 15, 1891, will be a grand affair. Thousands of people from all parts of the State will attend. Your advertisement ought to be in **THE DAILY REGISTER** preceding and during the celebration. Address **CHARLES A. CALVO, JR.**, Columbia, S. C., or order through the Advertising Agencies.

**THERE IS NO BETTER EVIDENCE** of the value and popularity of a newspaper as an advertising medium than that attested by its "Want" or transient advertising. In this, as well as in point of circulation, the **HARTFORD TIMES** stands at the head of the newspapers published in Connecticut. Estimates furnished. Try it.

**LOS ANGELES, CAL.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE TIMES MIRROR**, Daily and Weekly, is named for Los Angeles.

**CITATION AGENT**, Cleveland, O. Monthly magazine; official personal organ of railroad station agents; 15,000 subscribers; unsurpassed means for reaching vast body of well-to-do, every-day men with steady income, in daily contact with millions. Inch, one year, only \$18. Address Eastern Office Station Agent, Room 44, 150 Nassau St., N. Y.

**THE AGE-HERALD**, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 80,000. For advertising rates address **THE AGE-HERALD COMPANY**, Birmingham, Alabama.

**HERALD, SPRINGFIELD, MO.**—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 2,000;—the newspapers in each place which our be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE HERALD**, of Springfield, Mo., is included in this list.

**AMERICAN Newspapers** printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

**THE LIPPINCOTT'S MAGAZINE**.—According to the latest issue of the American Newspaper Directory, which appeared in April, 1891, the total issue of all the American newspapers for a single edition exceeds forty-eight million copies. The Directory gives the names of seventy publications that print more than 100,000 copies each issue. Consequently, these seventy actually print more than one-sixth of the total output of all of the 19,373 newspapers in the United States and Canada. **The Lippincott's Magazine**, a monthly, published in Philadelphia, is one of the seventy publications referred to. Advertisers will do well to bear this fact in mind.

A National Semi-Monthly.

Eastern and Western Editions.



SPRINGFIELD, MASS., and CHICAGO, ILL.

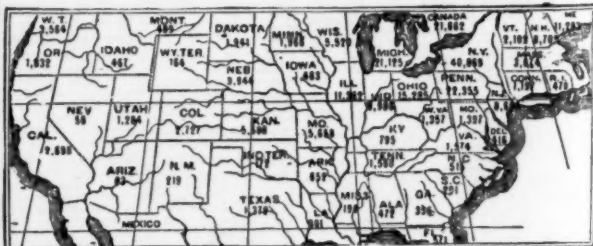
Circulation for Six Months  
ending March 15th, 1891,  
averaged each issue

**254,633**  
COPIES.

**Over 235,000** copies are now required for its **PAID SUBSCRIPTION LIST**

as per count made February 2, 1891.

THE ACCOMPANYING MAP SHOWS WHERE THEY GO.



#### TOTAL SUBSCRIBERS.

Eastern Edition, 126,121 Subscribers,

Distributed at 12,830 Post-Offices.

Western Edition, 109,392 Subscribers.

Distributed at 15,297 Post-Offices.

BOTH EDITIONS, 235,513 Subscribers,

Distributed at 28,127 Post-Offices.

The balance of the regular editions, not required for subscribers, advertisers, exchanges, etc., are used by our 25,000 agents to aid in getting new subscribers.

**ADVERTISING RATES** for either Eastern or Western Edition, 50 cents per agate line each insertion. For both Editions, \$1.50 per agate line each insertion. Discounts for large contracts made known on application.

**WHERE** can you find a first-class medium on any better terms?

3-5 of a cent per line per thousand circulation for small amounts, 1-2 of a cent per line per thousand circulation for large customers.

#### The Brainiest Advertisers

of this Glorious Country East and West use Farm and Home right along.

**THEY WOULDN'T STAY  
IF IT DIDN'T PAY THEM.**

PUT IT ON YOUR LIST.

Jno. C. KELLY, Pres't,  
*Tribune, Sioux City, Ia.*

T. C. RAYNOLDS, Vice-Pres.,  
*Beacon and Republican,  
Akron, O.*

## PURELY BUSINESS

JULIUS SCHNEIDER, Sec'y,  
*News, Joliet, Ill.*

W. L. BLACK, Treas.,  
*News, Elgin, Ill.*

# BEST DAILIES! BEST STATES! BEST ADVERTISING!

The Association, known for short as the - - -

## "Inter-State Associated Dailies"

has its membership made up of the **BEST DAILY** in each of the leading interior cities of Ohio, Indiana, Illinois, Iowa, Wisconsin and Michigan. It is organized purely for business purposes. - - -

## ADVERTISERS, PLEASE TAKE NOTICE!

The best dailies in these States are as follows:

| OHIO.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | INDIANA.                                                                                                                                                                                                                                                                                                                                                                                    | ILLINOIS.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mansfield, <i>News</i> .<br>Hamilton, <i>News</i> .<br>Sandusky, <i>Register</i> .<br>Youngstown, <i>Telegram</i> .<br>Marion, <i>Star</i> .<br>Piqua, <i>Call</i> .<br>Newark, <i>American</i> .<br>Canton, <i>Repository</i> .<br>Zanesville, <i>Times-Record</i> .<br>Springfield, <i>Gazette</i> .<br>Xenia, <i>Gazette</i> .<br>East Liverpool, <i>Tribune</i> .<br>Ironton, <i>Republican</i> .<br>Findlay, <i>Republican</i> .<br>Steubenville, <i>Gazette</i> .<br>Akron, <i>Beacon and Republican</i> .<br>Norwalk, <i>Reflector</i> .<br>Bucyrus, <i>Telegram</i> . | Fort Wayne, <i>News</i> .<br>La Porte, <i>Herald</i> .<br>Elkhart, <i>Review</i> .<br>Columbia City, <i>Commercial</i> .<br>Marion, <i>Herald</i> .<br>Huntington, <i>Herald</i> .<br>Muncie, <i>Times</i> .<br>Logansport, <i>Journal</i> .<br>Michigan City, <i>Dispatch</i> .<br>Goshen, <i>News</i> .                                                                                   | Joliet, <i>News</i> .<br>Aurora, <i>Express</i> .<br>Elgin, <i>News</i> .<br>Peoria, <i>Transcript</i> .<br>Jacksonville, <i>Courier</i> .<br>Quincy, <i>Herald</i> .<br>Springfield, <i>State Register</i> .<br>Bloomington, <i>Pantagraph</i> .<br>Cairo, <i>Telegraph</i> .<br>Ottawa, <i>Journal</i> .<br>Rockford, <i>Gazette-Register</i> .<br>Decatur, <i>Herald</i> .<br>Moline, <i>Dispatch</i> .<br>Rock Island, <i>Union</i> .<br>Streator, <i>Free Press</i> .<br>Danville, <i>Commercial</i> .<br>Galena, <i>Gazette</i> .<br>Sterling, <i>Gazette</i> . |
| IOWA.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | WISCONSIN.                                                                                                                                                                                                                                                                                                                                                                                  | MICHIGAN.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Sioux City, <i>Tribune</i> .<br>Des Moines, <i>Register</i> .<br>Burlington, <i>Hawkeye</i> .<br>Cedar Rapids, <i>Gazette</i> .<br>Dubuque, <i>Telegraph</i> .<br>Fort Madison, <i>Democrat</i> .<br>Ottumwa, <i>Democrat</i> .<br>Iowa City, <i>Republican</i> .<br>Keokuk, <i>Constitution-Democrat</i> .<br>Marshalltown, <i>Times</i> .<br>Muscatine, <i>News Tribune</i> .<br>Oskaloosa, <i>Herald</i> .<br>Council Bluffs, <i>Nonpareil</i> .<br>Clinton, <i>Herald</i> .                                                                                               | Madison, <i>Journal</i> .<br>Beloit, <i>Free Press</i> .<br>Racine, <i>Journal</i> .<br>Portage, <i>Register</i> .<br>Eau Claire, <i>Free Press</i> .<br>La Crosse, <i>Republican</i> .<br>Fon du Lac, <i>Commonwealth</i> .<br>Oshkosh, <i>Northwestern</i> .<br>Appleton, <i>Post</i> .<br>Green Bay, <i>Gazette</i> .<br>Chippewa Falls, <i>Independent</i> .<br>Ashland, <i>Times</i> . | Grand Rapids, <i>Telegram-Herald</i> .<br>Kalamazoo, <i>Telegraph</i> .<br>Port Huron, <i>Times</i> .<br>Battle Creek, <i>Moon</i> .<br>Flint, <i>Journal</i> .<br>East Saginaw, <i>Courier</i> .<br>Jackson, <i>Citizen</i> .<br>Lansing, <i>State Republican</i> .<br>Muskegon, <i>Chronicle</i> .<br>St. Joseph, <i>Herald</i> .<br>Manistee, <i>Herald</i> .<br>Ionia, <i>Sentinel</i> .<br>Greenville, <i>Call</i> .<br>Grand Traverse, <i>Herald</i> .<br>Adrian, <i>Times-Expositor</i> .<br>Bay City, <i>Tribune</i> .                                        |

For guaranteed circulation, or any other facts about any of these papers, address

**JULIUS SCHNEIDER, Secretary, I-S. A. D.,**

*News, JOLIET, ILL.*

# A PLAN OF ADVERTISING

— AND AN —

## ESTIMATE OF THE COST.

When a man would advertise he often proceeds without a plan, and afterwards regrets that he did not consider in advance the form of his advertisement, the papers he would contract with and the cost.

No one undertakes to make use of all papers. Each seeks to avail himself of those which can do most good in proportion to the price.

The paper that is best for one purpose is often without much value for an advertisement of a different character. It is easy to see, therefore, how important it is that a right selection of papers shall be made for every expenditure in advertising.

We are thoroughly acquainted with the newspapers of the country, their character, circulation, influence and rates of charge.

For many years our office has been the source from which has emanated most of the information about newspaper circulations and values.

We undertake to prepare plans and estimates for the guidance of advertisers.

Our rates of charge for preparing plans and estimates for such a scheme of advertising as will be most likely to produce best effects are about as follows:

**For a plan for expending \$100.00 or less, about ten dollars.**

**\$1,000.00 about seventy-five dollars.**

**\$5,000.00 about two hundred dollars.**

**\$10,000.00 about two hundred and fifty dollars.**

**\$50,000.00 about five hundred dollars.**

**\$100,000.00 about one thousand dollars.**

In some cases where a very large proportion of low-priced papers are to be used, the cost of preparing a plan may exceed the prices here given.

On the other hand, when the advertisement is large and such as ought to appear in a comparatively small number of very high-priced papers, the cost of preparing the plan and estimate is nominal.

The advertiser who prepares his own advertisement and authorizes us to place it in accordance with instructions incurs no cost for an estimate.

For the expense of placing advertisements in the newspapers and watching the fulfilment of contracts we are paid by a commission allowed by the publishers.

**GEO. P. ROWELL & CO.,**

**Newspaper Advertising Bureau,**

**10 Spruce St., New York.**

A small expenditure in advertising is often contemplated by persons who have not a clear idea as to what publications should be taken or of the cost. They are, consequently, in danger of incurring a larger expenditure than the case will warrant. Such persons would do well to send a copy of the advertisement to us, (or furnish us with such information as will enable us to prepare it in proper form in our own office), together with a check for the amount to which it has been determined to limit the expenditure, and leave the selection of papers and the number of insertions in each paper to be determined by our experience and judgment. In that way the advertiser gets best service for the money he expends, he incurs no cost for an estimate, the work is properly done, and no time is lost in correspondence.

Old advertisers of well known responsibility often find it a good plan to specify to us the field to be covered and the amount of money to be expended, and authorize us to go ahead and procure the best service obtainable within the prescribed limits, without undertaking to furnish in advance any detailed particulars of exactly what is to be done.

# No IMMEDIATE OUTLAY IS REQUISITE.

## \$100,000

### WORTH OF ADVERTISING SPACE

#### FOR SALE.

This space was acquired in exchange for advertisements inserted in the American Newspaper Directory. It has been paid for, and stands to our credit. Therefore, the placing of advertisements by us in these papers to the amount standing to our credit does not require the putting out of any new capital.

We will receive orders for advertisements to be inserted in these papers, and others with which we may have advantageous arrangements, and will accept in payment, from parties having fair business ratings, notes coming due a considerable time after the advertising shall have been done, and its results ascertained.

To learn the character of the papers in which advertising is offered on these specially favorable terms, advertisers are requested to examine the advertising pages of the American Newspaper Directory. There will be found the largest mass of advertising matter ever bound together between the covers of a book, and among the papers represented will be found most of the oldest and best.

An additional reason for carefully going over the advertising pages of the Directory for this year will be found in the interesting and ingenious exhibition of novelties in display which are exhibited there. Many an advertiser is likely to find here an idea which will be of use to him.

Address communications on the subject of advertising to

**GEO. P. ROWELL & CO.,**  
10 SPRUCE ST., NEW YORK.

## SUMMER RESORT ADVERTISING

It is proposed to make the issue of PRINTERS' INK for May 20th a Hotel and Summer Resort Edition. A sample copy will be sent to every name in THE HOTEL RED BOOK.

The edition of PRINTERS' INK for May 20th will be over 42,000 copies. Advertising rates, 50 cents a line or \$100 a page. Advertisements intended for the Hotel and Summer Resort Edition must reach the office on or before May 13th.

Address **GEO. P. ROWELL & CO.,**  
Publishers of PRINTERS' INK,  
10 Spruce St., New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$1.00 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$300. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

Until further notice the following discounts will be allowed for continued advertisements:

|               |              |
|---------------|--------------|
| 1 month.....  | 10 per cent. |
| 3 months..... | 20 " "       |
| 6 ".....      | 30 " "       |
| 1 year.....   | 40 " "       |

Advertisements may be changed weekly. The circulation of PRINTERS' INK since January 1, 1891, has been as follows:

|                                |        |
|--------------------------------|--------|
| January 7, copies printed..... | 59,000 |
| " 14, ".....                   | 21,250 |
| " 21, ".....                   | 22,000 |
| " 28, ".....                   | 22,000 |
| February 4, ".....             | 41,250 |
| " 11, ".....                   | 42,000 |
| " 18, ".....                   | 42,000 |
| " 25, ".....                   | 42,000 |
| March 4, ".....                | 42,000 |
| " 11, ".....                   | 42,000 |
| " 18, ".....                   | 42,000 |
| " 25, ".....                   | 42,000 |
| April 1, ".....                | 40,250 |
| " 8, ".....                    | 40,250 |
| " 15, ".....                   | 40,250 |
| " 22, ".....                   | 41,000 |
| " 29, ".....                   | 40,250 |

JOHN IRVING ROMER, EDITOR.

NEW YORK, MAY 6, 1891.

THE man whose business is advertising is not likely to find much instruction on this subject in the standard encyclopædias or dictionaries. But the various ways in which these books of reference define the word "advertise" are at least interesting, and will give one some idea of the growth of the business and its comparative insignificance not so many years ago. Some of the earliest dictionaries do not recognize the meaning which we attach to the word. Dr. Johnson, in his quaint and curious dictionary of the English language, says that to advertise means "to inform another," "give intelli-

gence," "give notice" and "promulgate as an advertisement." As an instance of the latter meaning—which figures as being of the least consequence of all—Swift is quoted as follows:

Advertise both in every newspaper and let it not be your fault or mine if our countrymen will not take warning.

Opponents of bill-posting, sign-painting, circularizing, and similar methods of advertising, ought to be able to extract much comfort from this sage advice. When so eminent a figure in letters as Dean Swift ignores all mediums except newspapers, holding them to be all-sufficient, it is certainly a matter of note. The word "advertiser" Dr. Johnson defines as "papers in which advertisements are published." In the first edition of his celebrated work appears this note under "advertise":

It is now spoken with the accent upon the last syllable, but appears to have been anciently accented upon the second.

The literal meaning of the word, taken from the latin *ad* and *verto*, is to turn attention to. Dean Swift's views are corroborated in part by Stormonth, who defines advertising as "inserting notices in newspapers," ignoring all other methods which are commonly supposed to belong under this head.

The *Century Dictionary* gives a more recent and a broader view, viz.: "To make public intimation or announcement of by publication in periodicals, by printed bills, etc., as of anything lost or found, a meeting, an entertainment or the like." And again, under the word "advertisement":

A notice or an announcement made public by handbill, placard, or similar means, or, as formerly, by proclamation, as by a town crier; specifically paid notice of any kind inserted in a newspaper or other public print.

SINCE PRINTERS' INK became such a conspicuous success, journals for advertisers have been coming into the field rapidly. Another new paper, with the aggressive title of *Profitable Advertising*, thinks it "queer" that there have been "only three attempts to represent this ever-growing industry." *Profitable Advertising* need have no solicitude on this score. The following publications are being regularly issued: *American Advertiser Reporter*, *Art in Advertising*, *American Advertiser*, *Advertiser's Guide*, *Advertiser's Gazette* (which has absorbed another advertiser's publication called the *Money-Maker*), *King's Jester*, *National*



*Advertiser* and PRINTERS' INK. With this large and able representation, the interests of advertisers ought to be well looked after. The announcement of *Profitable Advertising*—which, singularly enough, hails from Boston—contains the following fine touch: "A 32-page magazine, edited and printed as neat and as handsome as the *Century*."

# ALL ABOUT RELIGIOUS NEWS-PAPERS.

There are 955 distinctively religious newspapers and periodicals now published in the United States and catalogued in the 1891 edition of the American Newspaper Directory. This is a little more than five per cent of the total number of all classes issued. Giving a fair estimated circulation for those which are not rated because they now appear for the first time, these 955 publications have, according to the same authority, an aggregate circulation each issue of 3,973,650, or about eight per cent of the entire circulation of all classed in the United States. The Evangelicals have the largest number of papers (188), but the Roman Catholics lead all others in extent of circulation. The Methodists are second in number (147) and second in circulation. Here is the list of leading denominations, and opposite each in first column of figures is given the number of its publications and in the last column their total circulation per issue:

|                           |     |         |
|---------------------------|-----|---------|
| Roman Catholic.....       | 197 | 755,000 |
| Methodist.....            | 147 | 659,950 |
| Evangelical.....          | 188 | 603,050 |
| Baptist.....              | 126 | 544,450 |
| Undenominational {.....   | 39  | 265,000 |
| Unsectarian {.....        | 53  | 230,500 |
| Presbyterian.....         | 31  | 139,750 |
| Congregationalist.....    | 47  | 126,750 |
| Protestant Episcopal..... | 12  | 119,000 |
| Reformed Church.....      | 37  | 79,590  |
| Lutheran.....             | 6   | 63,500  |
| Disciples.....            | 14  | 55,750  |
| Christian.....            | 10  | 38,700  |
| Spiritualist.....         | 13  | 36,000  |
| Jewish.....               | 6   | 27,750  |
| Friends.....              | 11  | 27,250  |
| Universalists.....        | 13  | 27,000  |
| Adventists.....           | 7   | 25,000  |
| United Brethren.....      | 6   | 21,750  |
| Unitarian.....            | 3   | 16,500  |
| Salvation Army.....       | 7   | 14,250  |
| Holiness.....             | 3   | 12,000  |
| Church of Christ.....     | 9   | 9,250   |
| Swedenborgian.....        | 40  | 76,000  |
| Miscellaneous.....        |     |         |

The Methodists are represented in more States (36) than any other denomination. They are strongest in New York, with a total circulation of 193,750, and next in Illinois, with a

circulation of 141,750. The Baptists have newspapers in 35 States, and the Congregationalists in 19, but appear to be the strongest in Massachusetts and New York. The Jewish papers are confined to California, Illinois, Missouri, New York, Ohio and Tennessee. The Lutherans' stronghold is in Pennsylvania and the West. They have but three papers in the South. The Presbyterians are represented in 21 States, the Episcopalians in 23, and the Roman Catholics in 25. The Spiritualists appear to be strongest in Massachusetts and also to have a large following in Illinois. The Swedenborgian papers are confined to Illinois, Massachusetts, New Jersey, New York and Pennsylvania, and the Unitarians to Illinois, Massachusetts and Michigan. Universalists appear to be strongest in New England and Christians in the West. Friends have papers only in Illinois, Oregon and Pennsylvania. The vast number of Evangelical and Undenominational papers together exceed those of any distinct body or sect, and so give encouragement to those who look for Christian unity.

Christian Science has 5 papers only. There are 3 Anti-Roman Catholic, with a total circulation of less than 10,000; 1 is devoted to "Radical Holiness," 1 to the Church of God, 6 to Latter Day Saints, 2 to Mennonites, but together they print 8,500 copies; 1 to restoring tribes of Israel to Palestine, 1 in New Hampshire to the Shakers, 1 in New York to the King's Daughters, with 10,000 circulation. There are 4 Mormon papers in Utah and 1 Reformed Episcopal in Philadelphia.

But four religious papers have more than 100,000 circulation each, viz.: Chicago, *World-Wide Missions*, monthly, Methodist, 100,000; New York, *Catholic News*, weekly, Roman Catholic, 156,065; Philadelphia, *Sunday School Times*, weekly, undenominational, 143,971, and *Philadelphia Advance*, quarterly, Baptist, 150,000.

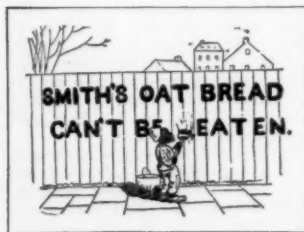
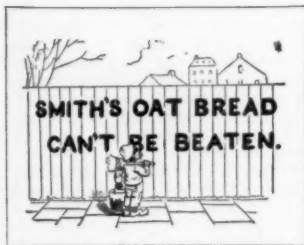
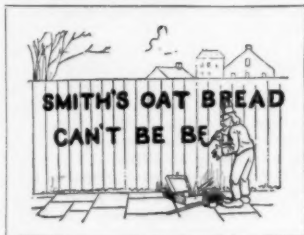
There is no religious paper published in Alaska, Arizona, Nevada, Oklahoma or Wyoming.

The Salvation Army has a *War Cry*, the Evangelicals a *Railroader* and a *Pusher*, and the Spiritualists a *Summerland*; the Baptists a *Headlight*, *Outpost*, *Vanguard* and *Battle Flag*, and the Faithists one—and one only—called the *Firebrand*.

## Miscellanies.

### THE VALUE OF ADVERTISING.

If Mr. Smith had advertised his oat bread in the columns of a newspaper, instead of on a fence, he would not have suffered the following mortifying experience:



—Life.

**A Matter of Business.**—First Citizen: Do you believe in signs?

Second Citizen—Well, I should smile; I'm a professional sign painter.—*Art in Advertising.*

### AND ADVERTISE.

If Uncle Sam may run

The telegraph, pray why

May he not go into the biz

Of making cake and pie?

Of making coats and vests?

Of fiddles and of flutes?

And those most noble garments

Three dollar shoes and boots?

—*Brooklyn Life.*

I opened the morning paper

And the first thing that met my eyes

Was a picture, the head and shoulders

Of a man most wondrous wise.

I gazed on his massive forehead,

On the well-turned nose and chin;

And I said, "Now here's a statesman

And I'm not acquainted with him."

So I read his name below the cut—

It was Isaac Newton Pitts;

He had taken a patent medicine

And was cured of falling fits.

—*Dayton World.*

**An Organ of Speech.**—The *Congressional Record*.—Puck.

Poets are born, not made. Hence the usually prosaic character of the self-made man.—Puck.

**Couldn't See the Point.**—Humorist: Hereafter I want fifty cents for each joke instead of twenty-five.

Editor—We have no further use for you; you're getting too funny.—*Epoch.*

It is reported by the Associated Press that Georgia has an editor who has twenty-three children, and no doubt he frequently refers to his large and growing circulation.—*Bowling Green Times.*

**Too Much So.**—"Did you read my last article?" said one writer to another.

"I did."

"Don't you think it was a pretty exhaustive review of the subject?"

"I found it so."—*Washington Post.*

It is a curious fact, as frequently recorded by the newspapers, that every bill contributed to charity is crisp and likewise new, and every woman who gets into a scrape is pretty. How and why should this be?—*Judge.*

**Politician** (angrily)—These newspapers tell abominable lies about me.

**Friend**—And yet they might do worse.

**Politician**—Do worse? What do you mean?

**Friend**—They might tell the truth.—*Kate Field's Washington.*

**Scribbler**—Nice, refined fellow that young author, Pennib.

**Scrawler**—In what particular?

**Scribbler**—I tried to get him into a conversation about Shakespeare the other evening at a dinner and he said he never "talked shop."—*America.*

**Poet**—I have a poem on spring.

**Editor**—Any blue birds in it?

"A few."

"Babbling brooklets, gentle zephyrs, laughing fountains, etc.?"

"Ye—yes, sir."

"Fifty cents a line."—*Wilkesbarre Record.*

The following item will be kept standing in this office during the trout season: "—brought home last night the finest lot of speckled beauties ever caught in — creek. He started to whip the stream at 7 A. M. and by 9:30 had landed —, the smallest measuring — inches."—*Wilkesbarre Record.*

**Putting in His Time.**—First Reporter: Had any assignment to-day?

Second Reporter—Yes, I had a funeral two hours long.

First Reporter—Two hours! I should think it would have worn you out.

Second Reporter—Oh, I didn't mind it; I wrote up my joke column.—*Boston Courier.*

## *Useful, Ornamental*

and very cheap is the Kellogg's Lists' paper cutter represented in the accompanying cut. A few years ago we presented to our friends and customers five thousand so-called "antique ivory paper cutters" which were made of zylonite, in very close imitation of the expensive paper cutters sometimes made of small ivory tusks, and about twice the size of this reproduction. It is a first-class article in every respect or we should

certainly not have considered it a worthy means of advertising Kellogg's Lists. We have a few of these paper cutters left, and as far as our stock will permit are willing to supply the demand for them at actual cost, namely 45 cents each.

A. N. KELLOGG NEWSPAPER CO.,  
368 & 370 DEARBORN ST., CHICAGO,  
TRIBUNE BUILDING, NEW YORK.



Belgiman (Mo.) Sunbeam. Sample copies free.

**BEATTY** Organs \$35 up. Catalogue FREE  
Dan'l F. Beatty, Wash'ton, N. J.

**WOOD ENGRAVING** PETRI & PELS  
CATALOGUE FREE NEW YORK

**HAVE YOU SEEN NOSTRAND**  
About space in Great Divide and L'Art de la  
Mode? Adv. Dept., 34 Tribune Bldg.

**\$1.00** Portraits—Made to order from  
Photos. Cheapest newspaper cuts  
made. Send for proofs. CENTRAL  
PRESS ASSOCIAT'N, Columbus, O.

**BUSINESS MUSIC**  
Set for customers to march by.  
WM. BUTT, Advertising Writer,  
917 Market St., Philadelphia.

**LARGEST**  
**CIRCULA-**  
**TION.** **Utica (N. Y.) Press**

### ORIGINAL

Advertisements written in all  
LANGUAGES.

E. A. WHEATLEY, Box 470, Chicago, Ill.

### Do You Want Them?

NAMES AND ADDRESSES AS FOLLOWS:  
600 County Officers in South Dakota. \$ 5 00  
610 Alliance Secretaries in Minnesota. 5 00  
650 Alliance Secretaries in S. Dakota. 5 00  
10,000 Farmers in South Dakota..... 10 00  
10,000 Farmers in Minnesota..... 10 00  
All gathered since January, 1891. Address  
**HERTINE PEW, - Aberdeen, S. D.**

### "THE TALK OF THE TOWN"

is at once granted to the firm that first makes  
use of the "Accommodation Ad.," designed  
by Henry Plass. It is an accommodation to  
the user and at the same time is a constant  
reminder of your business. 1,000 stickers,  
with detachable coupon, \$3; 2,000, \$5. Dis-  
count on large orders. Send business card  
with order to HENRY PLASS, Detroit, Mich.

**Books** New Issues  
every week  
Catalogue  
133 pages

free. Not sold by Dealers; prices  
too low. Buy of the Publisher,  
John B. Alden, 393 Pearl St., New York

**Dodd's Advertising Agency, Boston.**  
266 Washington Street.  
**Send for Estimate.**  
RELIABLE DEALING. CAREFUL SERVICE.  
NO LOW ESTIMATES.

**ONLY ONE** Weekly Agricultural  
Agricultural paper is  
rated in ROWELL'S DIRECTORY, 1891, at  
50, 60 and over.

**THAT ONE** is the NATIONAL STOCK-  
MAN AND FARMER, Pitts-  
burgh, Pa.

Its circulation is National, but is heav-  
iest in Ohio, Pennsylvania and adjacent  
States.

### Signs Painted Anywhere on Earth.

I am now with the R. J. Gunning Co., 297  
Dearborn St., Chicago, whose "Signs Enlighten  
the Entire World." Will be glad to hear from  
old customers in my enlarged field. S. W. Hoke.

**FREE** **OF** **TAXES.** **Three \$50,000 National**  
**Banks** in good North Texas  
towns, organized by us, now net  
12 to 22 per cent. **free of taxes.**  
Best big banks in cities. Rate  
higher, security better. Country fertile, crops  
good (cotton, wheat, corn), people prosperous.  
Local business men interested. Many New  
England stockholders. 23 years' residence in  
Texas. Another similar bank now organizing,  
stock par—\$50 and upward, sold. Circulars,  
statements, maps free. JOHN G. JAMES, Pres't  
CITY NATIONAL BANK, Wichita Falls, Texas.

**The Celebrated**  
**CALIFORNIA** **CATARRH**  
**REMEDY.**

The best in the world. Make no mistake.  
Its meritorious results have been thoroughly  
proven. 50 cts. by druggist or mail. Testi-  
monials free.

**A. F. EVORY & CO., Props.,**  
166 GREENWICH ST., N. Y.

**AUSTRALIAN.** Before fixing up your  
advertising, Australian contracts for  
advertising, we should like you to write to us for  
an estimate. We guarantee to save you money,  
for, being on the spot, we can do advertising  
cheaper than any other firm at a distance. All  
papers are filed at our bureau, and every appear-  
ance is checked by a system unparalleled for ac-  
curacy. On application we will prepare any  
scheme of advertising desired, and by return  
mail will send our estimate. We desire it to be  
understood that we are the Leading Advertising  
Firm in the Southern Hemisphere. Established  
over a quarter of a century. J. F. FLEMING &  
CO., 309 to 373 George St., Sydney, Australia.

### TO ADVERTISEMENT WRITERS.

A set of telling advertisements wanted.  
\$5 for each advertisement accepted.  
Send for particulars to

**J. L. STACK & CO.,**  
St. Paul, Minn.

**FOR \$17.64**  
**YOU CAN RUN**

an inch a year in  
**WORD AND WORKS,**

St. Louis, Mo., a popular family, religious  
monthly paper. Guaranteed circulation,  
**20,000 COPIES.**

Send for samples, &c., to WM. WATTENBERG,  
Eastern Agent, 150 Nassau St., N. Y.

**CANADA.**—If you intend advertising in  
Canada it will be of interest to  
know that we handle more business with  
Canadian newspapers than any other Agency  
in existence. We control the Canadian ad-  
vertising of many of the largest and shrewd-  
est advertisers in the world, **Pears' Soap**,  
for instance. Our efforts are devoted to Can-  
ada alone, and an intimate knowledge of the  
peculiarities of the Canadian press, gained  
by many years of experience, enables us to  
render the best possible service. We simply  
ask you to communicate with us before plac-  
ing your orders. **A. McKIM & CO.,**  
Montreal, Canada.

School Supplies  
Office Supplies  
Books, etc.,

and an unrivalled advertising medium in the

## School Board Journal,

MILWAUKEE, CHICAGO, NEW YORK.

Only Journal devoted to School Boards and School Officials, as well as Teachers and Parents. Published by School Commissioner Bruce. May issue, 30,000 copies. Excellent for general advertising, owing to class of readers.

Send for samples and rates to WM. WAT-  
TENBERG, Eastern Agent, 130 Nassau St.,  
New York.

**PUCK.**—The new edition of the American Newspaper Directory for 1891 rates only 21 weekly papers having a regular circulation exceeding 100,000 copies each issue. Puck, published at New York City, is one of them. Write for rates.

THE CIRCULATION OF 1

## THE NEWS SERIES,

The Richfield News, The Saratoga News,  
The Thousand Islands News,  
The St. Augustine News,

IS AMONG  
PEOPLE OF REFINEMENT AND WEALTH.

RATES:  
10 and 15 cents a line, each paper, for the  
season, according to position.

DISCOUNTS:  
For any two of the series, - 10 per cent.  
For any three, - 15 per cent.  
For any four, - 30 per cent.

F. G. BARRY, Publisher.  
General Offices, Utica, N. Y.

## "Wives and Daughters,"

A Monthly Publication warmly commended  
by Mrs. Frances Willard and the  
Countess of Aberdeen.

Any unexceptionable advertisement not  
exceeding two inch space sent in before the  
1st June will be given an insertion free, our  
sole object being to give advertisers an opportunity to make a test of its merits without  
expense. Address

"WIVES AND DAUGHTERS,"

London, Canada.

THE LEADING ILLUSTRATED  
PAPER OF AMERICA!

## FRANK LESLIE'S ILLUSTRATED \* NEWSPAPER.

Every one who wants to be in line for a  
successful year should advertise in Frank  
Leslie's Newspaper. Send for rates.

JUDGE PUB. CO.,

110 Fifth Ave., New York.

W. L. MILLER, Mgr. Advertising Departm't.

## YOUR PAINT ROOFS

Dixon's Silica Graphite Paint.

Water will run from it pure and clean. It  
covers double the surface of any other paint,  
and will last four or five times longer. Equally  
useful for any iron work. Send for circulars.  
JOS. DIXON CRUCIBLE CO., Jersey City, N. J.

## JUDGE LIBRARY,

Best medium for bringing

### DIRECT RETURNS

in America, considering present charge for  
space.

### : SPECIAL \* OFFER :

For JULY, AUGUST and SEPT.,  
20 lines in all three issues.....\$21

Combined guaranteed circulation,  
300,000 COPIES.

Address WILLET F. COOK, Adv. Mgr.  
"JUDGE," 110 FIFTH AVE., N. Y.



I Write advertisements for newspapers,  
I Write primers and trade circulars,  
I Write little books on any business,  
I Furnish advertising illustrations,  
I Print primers, books and catalogues,  
I Give advice about advertising.  
Send 6c. in stamps, for my new "BOOK for  
ADVERTISERS." A. L. TEELE,  
55 W. 33rd St., New York City.



OVERMAN WHEEL CO., MAKERS,  
CHICOPEE FALLS, MASS.

BOSTON WASHINGTON DENVER SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,  
Chicago, New York and Philadelphia.

What  
is The Library of American Literature

By E. C. STEDMAN  
and E. M. HUTCH-  
INSON.

It will pay you to find out by writing to C. L. WEBSTER & CO.,  
3 East 14th St., NEW YORK.



## LAND:

**Companies and Individuals**  
having land for sale, who may wish to advertise the same, at a moderate cost, and in a field not worked to death, will do well to correspond with me.

"It will pay you to write me."

B. L. CRANS, 10 Spruce St., New York.

### BARING, MAGOUN & CO.,

15 WALL ST., NEW YORK,

SUCCESSORS TO

KIDDER, PEABODY & CO., NEW YORK,

Buy and Sell Exchange  
on principal European cities.  
Issue Commercial and Travelers' Credits  
available in all parts of the world.

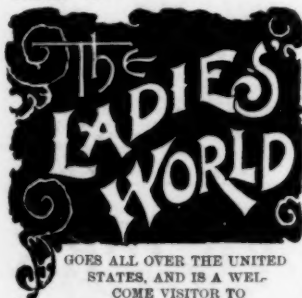
Agents and Attorneys of

BARING BROS. & CO., LIMITED,  
LONDON;

KIDDER, PEABODY & CO., BOSTON.

Choice Investment Securities.

There were people who stayed out of Noah's Ark, and to-day there are general advertisers who are not in The Ladies' World, but in each case the "ins" had or have a decided advantage over the "outs."



GOES ALL OVER THE UNITED  
STATES, AND IS A WELL-  
COME VISITOR TO  
**A QUARTER OF A MILLION  
PROSPEROUS HOMES.**

Its readers are good buyers in summer as well as at other seasons, and the June number (circulation over 250,000) will give large returns to advertisers.

Less than 2 per cent of all the copies issued thus far this year have been free. By free copies we mean papers put out as samples, exchanges, or those sent to advertisers. 98 per cent of this mammoth circulation goes to paid-in-advance subscribers.

Forms for June issue (250,000 copies) close May 30. Ask your agent for estimate, or write direct to

**S. H. MOORE & CO., Publishers,**

27 PARK PLACE, NEW YORK.

## Short Space

is enough to tell what everybody knows.

## Hires Root Beer

is the **finest drink** made. Pure, healthful, sparkling—for everybody. **25c. package makes Five Gallons. DRINK IT.**

THE C. E. HIRES CO., PHILADELPHIA.

## NASHVILLE HERALD.

*Nashville?*

Two million people live in Tennessee. Nashville's the capital. Population doubled in 10 years; splendid business point; solid, rich, growing fast.

## THE HERALD?

The daily issue is 6,500;  
The Sunday issue is 9,000.

*Low Rates.*

No better medium for the money.

Full information from Wm.

Wattenberg, Eastern Agent, 150 Nassau Street, New York.

**NOW  
READY  
FOR  
1891  
AMERICAN  
NEWSPAPER  
DIRECTORY**

Twenty-third Annual Volume

**2240 PAGES**

**PRICE \$5**

Sent to any address on receipt of price, by

**GEO. P. ROWELL & CO.**

Publishers

10 Spruce St., N. Y.

# **ADVERTISING** Pays when Advs. are written by KATE E. GRISWOLD, HARTFORD, CONN

"When found, make a note of."—*Captain Cuttle.*

The right men in the right place are

**C. MITCHELL & CO.,**  
Of London, England.

(12 & 13 Red Lion Court, Fleet St., E. C.)  
*Advertising Contractors of 50 years' standing.*

**THE MANUFACTURER** who travels should note the address. A half hour's chat about English, Continental and Colonial advertising with a member of this firm is worth a whole year of correspondence.

**THE MANUFACTURER** who cannot find time to travel should write to C. M. C. Their extensive American clientele and long acquaintance with English advertising enables them to arrive at an understanding more promptly than any other house in London.

**THE ADVERTISING AGENT** who studies his clients' interests (and his own) should consult C. M. C. when he has orders to place any advertising in Great Britain. They are practical, reliable, energetic and economical.

Testimonials from leading American firms. Estimates and specimen papers free on application. "THE NEWSPAPER PRESS DIRECTORY," forty-sixth annual issue now ready, price, by post to the United States, 50c. "The Standard work of reference with regard to the newspaper press"—*London Times*. Besides the well-known Directory of the English press, the AUSTRALIAN, INDIAN and SOUTH AFRICAN Sections, contained in a Supplement of 144 pages, now form the completest advertising and commercial guide and gazetteer ever published in any country. The Continent of Europe is also consistently represented by the principal political and class papers.

## **ALLEN'S LISTS WILL PAY YOU ALL SUMMER**

And at every season. You can easily ascertain that by keeping a careful record, if your business is of such a nature that you can trace your returns. You will learn that my lists are more than strong, and will pay, even when no other mediums will.

## **OVER 150 OF AMERICA'S SHREWDEST ADVERTISERS**

Drop out of other mediums during their dull season, but they remain in Allen's Lists all the year round. Nearly all of these advertisers keep accurate records, and know what mediums bring them profitable results. Allen's Lists stand at the head, on the TEST.

### **QUALITY—QUANTITY.**

The subscription prices of my periodicals are not by any means low; ten are \$1.00 a year, two seventy-five cents. No short-time subscribers are ever taken. They are published for the better classes of the masses, and by those intelligent classes are subscribed for, because they are wanted. They reach the best classes of rural homes in every country in the United States. They have subscribers at over 55,000 post-offices.

**Guaranteed and Proved Circulation, Over One Million Copies each Month.**

Should less than one million copies be printed and circulated during any month, I agree to make a discount in exact proportion to each advertiser. This has been a standing offer for years.

### **THE PROOF.**

Each month an affidavit is made, certifying the exact circulation; a copy is sent to each advertiser. Our post-office receipts are always open to inspection. I shall consider it a privilege to furnish any special proof that may be asked for, at any time. *I give full count, and like to prove it.*

**FORMS CLOSE** the 15th of each month prior to the date of the periodicals.

**E. C. ALLEN, Proprietor of "ALLEN'S LISTS,"**

AUGUSTA, MAINE.

Established 1863.

**G. H. W. BATES & CO.,**

Importers of

**MUSICAL INSTRUMENTS, AND MUSICAL MERCHANDISE OF EVERY DESCRIPTION.**

Boston, Mass., Jan. 2nd, 1891.

Dear Sir: The New York Ledger has been a good medium for us, and we shall continue to use it.

We are Yours Very Truly,

**G. H. W. BATES & CO.**

**GEO. F. ROWELL & CO'S**

# **BOOK** **FOR ADVERTISERS**

Will be issued Saturday, May 9th.

**368 PAGES.**

**PRICE, ONE DOLLAR.**

Sent by mail, postage paid, on receipt of price.

**GEO. P. ROWELL & CO.,**

PUBLISHERS,

10 SPRUCE ST., N. Y.

Any person, wishing to advertise, who will devote time to a careful examination of this book, will find in it the information that he requires to enable him to perfect his plans.

# WANT IT?



Most people do, but the trouble is where to get it. This is true as to reading matter for advertising as well as

## CUTS and IDEAS.

This cut for single column will be sent you for use in your city, with a written "ad." for your business, for one dollar, and you will be told, too, THE BEST way to secure just what you want for local advertising.

Trade-Marks or Special Designs made to suit any business promptly.

**THE ADVERTISERS LEAGUE,**  
World Building, N. Y.

## "Why Do You Advertise in Newspapers?"

What constitutes the ideal newspaper? Is it not the one that presents the news—the facts without wordy, tiresome, descriptions—in the most concise pleasing manner? Is it not a paper that will enable busy men to grasp the situation in the briefest possible time? Why do people read newspapers—to kill time or get the news? Wouldn't you rather advertise in a paper that is easily handled, and that scintillates with bright, brisk, breezy journalism, than an unwieldy blanket sheet? If so, you will find your ideal in

## The Daily Continent,

16 PAGES DAILY.

32 PAGES SUNDAY.

*It is a live paper. Energy and nerve characterize its management. Its size is unique, handy. The news is put briefly and graphically. Society, politics, local pride, National issues, sporting events—everything that appeals to warm blood is handled with vigor.*

**FRANK A. MUNSEY,**  
239 Broadway, New York.

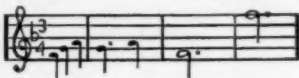


The AMERICAN NEWSPAPER DIRECTORY and every issue of PRINTERS' INK has been printed with ink made by the

*W. D. Wilson Printing Ink Co.*  
(LIMITED),  
140 William Street,  
New York.



## Song of the Advertiser



*"If you put it in 'Comfort' it pays."*



The tune is pitched to the key of \$2.50 per Agate Line.

Circulation exceeds A HALF MILLION every month.

Space at the agencies or of The Gannett & Morse Concern, Augusta, Maine.



## PREFERRED CANADIAN PAPERS!

The very cream of Canadian papers—the best and brightest in every Canadian city, from the Atlantic to the Pacific—are now

### REPRESENTED BY ME.

in New York, as "Special Agent for United States Advertising."

My list covers Canada completely and includes the leaders in every class—Daily, Weekly, Religious, Agricultural, Society, Family, Illustrated, and Trade.

Eighteen years' experience in Canadian newspaper work. Know Canada and its newspapers thoroughly.

CANADIANS BOUGHT OVER

### Sixty Million Dollars'

worth of U. S. goods during the last year.  
Did **You** do any of this trade?

### ROY V. SOMERVILLE,

Special Agent for U. S. Advert'g in Preferred Canadian Papers.

Room 105, Times Building,  
NEW YORK.

## THE Agents Guide

Absolute Circulation

# 60,000

Rowell's Directory for 1891 gives the  
GUIDE in excess of 22,500.

### I will forfeit \$100

if the circulation every  
issue for the past nine  
months cannot be  
shown to be in excess  
of 60,000 monthly.

Send for sample copy.

GEORGE W. CLAFLIN, Publisher,  
122 Nassau St., N. Y. City.

## The Toledo Blade

(DAILY AND WEEKLY.)

TOLEDO, - OHIO.

Average circulation of Daily  
Blade second week in April, **13,383**

Smallest day, 12,900 Largest day, 15,200

Average circulation of Daily Blade for corresponding weeks of previous four years:  
1887, 9,175; 1888, 9,684; 1889, 10,117;  
1890, 11,884. We have not advanced  
our advertising rates since 1885. An  
inch space every day one year without position  
costs only \$40.00. A four line "want"  
costs only ten cents a day.

The Toledo Daily Blade has more than  
double the circulation of any other daily  
paper in Toledo or Northwestern Ohio. It  
has a greater circulation than all the other  
daily papers of Toledo combined. It has the  
largest circulation of any daily paper published  
in Ohio outside of Cleveland or Cincinnati.  
Its advertising rates are the lowest of  
any daily paper in the United States with  
over 10,000 circulation.

Circulation of the Weekly Blade second  
week in April, 112,000. The Weekly Blade is  
well known as one of the best general advertising  
mediums in the United States.

For estimates on advertising in either edition  
address

**THE BLADE,**  
TOLEDO, OHIO.

## DON'T LAG,

But keep up with that celebrated procession,  
On July 1st, 1891, the rates on the Vickery  
and Hill List of Augusta, Maine, papers are  
to be advanced to

**\$5.00 an Agate Line a Month.**

By keeping step to the music and getting  
there before that date, you can secure another  
year's advertising at the present schedule.

### A Million a Month

guaranteed and proven. One thousand thousand  
every month, and if you act at once you  
can obtain that actual circulation for another  
year at our present schedule rates. If you  
don't need money let this chance go; but if  
you are looking for results, come now—for this  
is the accepted time. Remember the day and  
date and get there early.

**New rate July 1, 1891; until then  
present schedule.**

VICKERY and HILL, Augusta, Me.

ELGIN, ILL., July 22, '90

*"The American Home," Danvers, Mass.:*

A paper I cannot do without. It fills the promised place in the home.

E. ANNIE BIRGE.

You can

*Reach*

more than

*25,000*of such well-pleased housekeepers as  
E. Annie Birge, in*The  
American Home,  
Danvers, Mass.*

Rates, 20c. per agate line.

**1 OF A LINE  
5 CENT**

We recently prepared a list of **HOME PRINT** weeklies for a patron, which, when computed on the basis of circulation as given in Ayer's Am. Newspaper Annual for 1890, showed the cost per line to be only **ONE-FIFTH (1-5) OF A CENT for EACH ONE THOUSAND (1,000) CIRCULATION.**

For such valuable mediums as a selection from the best of the all-home print county weeklies, this is a rate which should command the attention of advertisers who are seeking economical methods for reaching the homes of people living outside of the cities. We invite inquiry from advertisers regarding our facilities for handling business in the home print papers in any part of the United States.

**NELSON CHESMAN & CO.**ESTABLISHED 1874. INCORPORATED 1891.  
**Newspaper Advertising Agents**Business Office, 1127 Pine St., St. Louis, Mo.  
Branch Office, 24 Beekman St., New York City.**Sunday School Times,****PHILADELPHIA.****Presbyterian.****Lutheran Observer.****National Baptist.****Christian Standard.****Presbyterian Journal.****Ref'd Church Messenger****Episcopal Recorder.****Christian Instructor.****Christian Statesman.****Christian Recorder.****Lutheran.****BALTIMORE.****Baltimore Baptist.****Episcopal Methodist.**

## AFTER ALL

Is said and done, we shall have wasted your time and ours if what we have to sell is not what you want. Perhaps it is time well spent to learn that you and we have no need to talk. But here is what advertisers can get from us:

Papers which are read by prosperous families.

Whose readers believe in them thoroughly.

Which reach over 270,000 Families every week.

Which do not conflict in circulation, but cover different denominations.

A hearing with the confidence that is given to statements from a trusted friend.

A careful reading of advertisements in the quiet of the home circle.

A life to an advertisement of at least one week, in many cases longer, before it is cast aside.

Now if you have the article to advertise it rests with you to do the talking. We arrange the way to do it easily and at little cost.

Shall you and we talk together about it?

One  
Price  
Advertising

Without Duplication  
of Circulation

HOME JOURNALS 14 BEST WEEKLIES

Every Week

Over 270,000 Copies

Religious Press  
Association  
Phila



WE HAVE CONTRACTED WITH  
**The New York World,**

And are now Composing and Painting  
**1000 Ads.**

**In 1000 Hours,  
 For 1000 Dollars,**

On the Bulletin Boards of the N. Y. Elevated Stations. At least one-half of these 1000 ideas are in four-line verses. Not much money, but a great deal of advertising for us. If we win, we get the \$1000. If we lose, we get —. The betting is now 5 to 3 against us, but we hope to win. Watch the World daily.

Perhaps we can give you some pointers for **YOUR** business. YOU may not want a thousand, only ten, or perhaps but one. It's all the same to us, except price.

**O. J. GUDE & CO.,**  
*General Advertisers,*  
 113 Sixth Ave., New York City.

# THE WINNER!

In the competition for the best worded and most effectively displayed advertisement of

## "The Table,"

By **FILIPPINI**, of Delmonico's, as announced in **PRINTERS' INK** of Feb. 25, we have awarded the prize of

**TWENTY-FIVE DOLLARS**

TO

**Mr. G. P. CASTLE,**

*Of Mount Vernon, N. Y.*

The advertisement submitted by Mr. Castle will shortly appear in the leading household magazines and other periodicals.

**CHARLES L. WEBSTER & CO.,**

*Publishers,*

3 East 14th St., New York City.

**\$500.00 <sup>\*</sup> TO \$5,000.00**

CAN BE MADE IN ONE YEAR ON A GOOD

# ADVERTISING NOVELTY.

In order to secure the best

We will pay { **\$100.00 First**  
 { **\$ 50.00 Second**  
 Cash Prizes: { **\$ 25.00 Third**

For the best advertising scheme sent to us before May 25th, 1891, and will pay in addition commission on any device we may decide to adopt.

Write for particulars,

**STECHER LITHO. CO.,**

**ROCHESTER, N. Y.**

We make a specialty to supply the trade with Advertising Novelties.

**FANS,  
 CALENDERS,  
 MATCH BOXES,  
 BANK BOOKS, Etc., Etc.**

If you want to advertise in  
**ENGLAND**

you needn't write there. Send or call and you can do the business through the American Office for Sell's London Advertising Agency, Room 44, 150 Nassau St., New York.

**TWO CIRCULATIONS FOR ONE PRICE.**



OW is the time to advertise in

THE  
**NEWS  
AND  
SUN,**

OF GRIFFIN, GA., two old and established papers consolidated in one, with the circulation and influence of both

One of the best papers in the South, as all the largest advertisers and agencies will tell you. Don't fail to put it on your list. Sample copies and latest novel supplement free.

~ ~ ~ **A TEST.** ~ ~ ~

IN order to test PRINTERS' INK, this advertisement will be received as \$2 in part payment for one copy of "GIBB'S TRAVELERS' ROUTE AND REFERENCE BOOK" of the U. S. and Canada; price, \$5. Send \$3, accompanied by this ad., and it will be sent you free of charge.

GIBB BROS. & MORAN, New York.

The Daily and Weekly  
**HERALD**

the old, reliable newspaper

**OF NEBRASKA,**

has for twenty years gathered the news for the masses.

Published at **FREMONT,**

the beautiful and thriving city on the Platte,

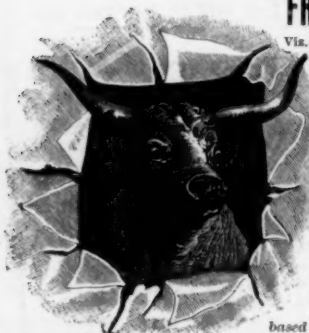
**BY N. W. SMAILS.**

*"Is this a good advertisement? It is shown here to be criticized and answered."*

**"IT SETS PEOPLE TALKING."**

The following **20** finely cut and polished Gemstones given

**"FREE" WITH THE GREAT DIVIDE,**



Vis.: Goldstone, Silicified Tiger Wood, Striped Onyx, Tiger Eye, Jasper, Carnelian, Green Crocidolite, Pink Crocidolite, Ribbon Agate, Jewel Onyx, Green Moss Agate, Satin Spar (the Peer of Moonstone), Tree Agate, Montana Agate, Mosaic, Striped Agate (Ladies' Brooch), Agate Sets (Sleeve Buttons), Cameo, Bloodstone, given free as a premium to each new yearly subscriber, if subscription be sent within **30 days** of the date of this magazine.

Each Gemstone is honestly worth 50c., and some cannot be bought for \$1 each of any jeweler, and the total value is over **\$10**. You naturally say, "Can this be true?" We positively guarantee to refund your money if you are not fully satisfied. Our reason for offering this costly premium is: We must advertise to get others to advertise with us, and by this method we will have a national circulation *quicker than by any other way we know of*, and our conclusions are based on facts obtained by trial experiments.

**THE GREAT DIVIDE**

is a monthly journal, illustrated and printed in a most elegant manner, containing articles on Rocky Mountain scenery, its minerals, mines, crystals, relics, cliff dwellings, Indians and their customs, haunts of fish and game, natural wonders, caves, grotesque and marvelous works of nature, burning rock, mineral springs, climate, wild flowers, and hosts of other interesting things. Brimful of fresh, original and spicy reading every month. Different from any other publication in the world.

**OUR CONTRIBUTORS ARE** Litterateurs, Capitalists, Cowboys, Scouts, Miners, Indians, in other words, people who are familiar whereof they write, and tell their stories in their own quaint way. You cannot afford to miss this. Sample copy only free.

Send **ONE DOLLAR** to-day for a year's subscription, and the **20 GEMSTONES**, securely packed, will be sent, postpaid, same day your order is received.

**Testimonials.**—"Gems received, gems indeed."—Prof. W. H. Canoll, N. Y. College of Archaeology, etc. "I have received your little cabinet of cut stones, which are gems in their way. The wonder is how you can afford them at such rates."—Dr. J. H. Chapin, St. Lawrence University, Meriden, Conn.

Address

**THE GREAT DIVIDE, Dept. 10, 1516 & 1518 Arapahoe St.,  
DENVER, COLORADO.**



THE  
**Leading  
Newspaper**

OF THE NEW STATE  
OF WASHINGTON,

WITH  
**Exclusive Control of  
the entire Eastern  
Washington  
field.**

\*  
Population of Spo-  
kane in 1881, 500; in  
1891, 35,000.

\*  
The past and present  
history of Spokane  
Falls has been marvel-  
ous; its future will be  
the wonder of West-  
ern civilization. Lit-  
tle more than a decade  
ago, where now the din  
of a modern city of 35,  
000 souls rises above  
the roar and rush of  
the stream, the red  
man hunted the wild  
beasts and fished the  
river.

# THE SPOKANE REVIEW

**SPOKANE, WASH.**

**(DAILY, SUNDAY AND WEEKLY.)**

IS NOW COMFORTABLY SETTLED IN ITS NEW HOME, THE FINEST NEWSPAPER  
BUILDING EVER ERECTED ON THE NORTH PACIFIC, THE  
OREGONIAN'S NEW BUILDING EXCEPTED.

## COLD FACTS.

Spokane is thoroughly metropolitan. More building is going on there to-day than in any city of its size in the country—solid blocks of granite, brick and iron, five and six stories high. Value of buildings now being erected, \$5,000,000; forty miles of cable, electric and street cars in operation; fine water works; nine railroad lines in operation (none in 1890); 200 miles new railroad building, to cost \$12,000,000. Tributary mining districts produced \$10,000,000 in 1890, and are producing one-third more this year. Banking capital and deposits have doubled in two years, so has assessed valuation of property. Available power of the Spokane River, 30,000 horse-power, or greater than that at Minneapolis. Over 600 business houses and enterprises show a trade amounting to \$12,000,000. Wholesale business is in its infancy, yet there is a large trade carried on with the Palouse Valley, the Big Bend country and the tributary mining region.

**THE REVIEW** came early and came to stay. It is now in the seventh year of its existence; owns and controls both the Associated and United Press franchises, which guarantees to them exclusively the news of these two great institutions. Typographically the paper compares favorably with the best in the land, being printed from stereotyped plates on a perfecting press. It is the recognized exponent of all the best interests of Spokane and the vast country tributary to it, and enjoys the confidence of a strong and increasing constituency. Spokane is equidistant from Helena and Puget Sound, being 500 miles from each, and **THE REVIEW** is without a peer or competitor in the special field which it covers completely.

**Foreign Advertising Department, S. C. BECKWITH, Manager,  
509 The Rookery, Chicago. 48 Tribune Building, New York.**

# THE INDIANAPOLIS NEWS.

AN INDEPENDENT NEWSPAPER.

PUBLISHED EVERY AFTERNOON, EXCEPT SUNDAY,

By JOHN H. HOLLIDAY & CO.,

W. J. RICHARDS, Bus. Manager.

THE NEWS BUILDING, No. 30 W. Washington St.

Entered at the Postoffice at Indianapolis, Ind.  
as second-class matter.

Served by carriers in Indianapolis and 350 surrounding towns at 10 cents a week; single copies 2 cents.

Special want advertisements or "liners" 1 cent a word for each insertion.

## Display Advertisements.

|                |                |
|----------------|----------------|
| Transient..... | 12c. per line. |
| 1 week.....    | 84c. " "       |
| 1 month.....   | 84c. " "       |
| 3 months.....  | 8c. " "        |
| 12 months..... | 5c. " "        |

Full position, double price. Half position, 50 per cent extra. Guarantees larger circulation than any other three dailies in the State combined.

THE Indianapolis *News* publishes a detailed sworn report of its circulation showing for the past quarter a daily average of over 26,000, and then adds the following pungent comment touching the equities involved: The *News* means no discourtesy to its neighbors, and deems that it is not unneighborly in saying that its bona-fide circulation exceeds that of the *Journal*, *Sentinel* and the *Sun* added together. As earnest of good faith and carefulness of statement, advertising contracts will be made with payment conditioned on the accuracy of this claim. The circulation of a newspaper is its business capital—a chief stock-in-trade. A preponderance of circulation is, to the paper possessing it, a valuable property. It may be as effectually deprived of the benefits of this property by overstating the circulation of a competitor as by the under-statement of its own. Why should not a newspaper enforce a legitimate property right of this sort, as well as an inventor the right to his patent? The business public also has an interest here. Advertising is the only commodity which refuses proof of the measure sold. In other lines of traffic the law lays its hand upon the offender and requires that true and exact measures be rendered. There is a difference in the quality of different circulations, as of grades of wheat, coal or other merchandise; but what would be thought of a producer who

would say, "My product so much out-classes that of my competitors that I will not even give the measure of what I offer for sale?" Yet this is the absurd attitude of some publishers. The *News* is glad to recognize the vast difference in the quality of circulations. It differs from the rank growth of cheap papers, which strain after circulation by hot-bed methods, issuing hourly editions, and thus multiplying copies in the hands of the same reader. While still outnumbering any other American newspaper in circulation, proportioned to population, and reaching the masses by reason of its low price, it is also the chief reliance of the critical and highly-cultured element, because of the larger attention which it devotes to literature, science, art, education and the drama.

## CIRCULATION VALUES.

The natural circulation of a newspaper is the just measure of public approval. We say natural, for there is such a thing nowadays as the unnatural, the forced and mushroom circulation. A certain sort of circulation may be bought and too dearly paid for. Premiums are sometimes offered as an inducement to subscribe, wherein the chief consideration is the premium rather than the paper that goes with it. Of this character are the various guessing schemes, which condition the privilege of guessing upon a subscription. The result is a trashy, fictitious, evanescent circulation which obviously registers nothing as to the public estimate of the paper. It is in fact a trick and fraud upon the advertiser. He is the real game for whom the net is spread. What the intelligent advertiser wants to know, concerning a given paper, is how many copies are voluntarily and in good faith paid for by those who read it. This is the evidence wanted, that it is relied upon by so many for their daily reading. This is what gives value to the advertisement. The *News* has always refused to offer premiums or other fictitious inducements to subscribe, but has striven to give increasingly greater value in the paper itself, to keep its news columns free from the taint of partisan bias or financial interest—in short, to make its news as trustworthy, if possible, as its market quotations or Supreme Court reports.—*The Indianapolis News*.

## REAL ESTATE.

### Sixteen-Story Office Building to Be Erected on Dearborn Street.

### More About the New Reaper Block and Other Down- town Improvements.

### Plow Works to Combine—\$200,- 000 Acre Trade—Sales and Leases.

### GREAT OFFICE BUILDING.

W. D. Boyce, proprietor of the *Saturday Blade* and *Chicago Ledger*, has leased the property Nos. 112 and 114 Dearborn street for 99 years. The ground is 40x90 feet, covered with an old structure known as the Stewart-Bentley building. This will be replaced by a sixteen-story office building, for which plans are now being drawn by Henry Ives Cobb. If satisfactory arrangements can be made with tenants, the work of construction will commence this year. If not, there may be a longer delay. The terms of the lease are \$11,000 per year for the first five years and \$11,500 per year for the balance of the term.

The property fronts east forty feet on Dearborn street, between Madison and Washington streets, with a depth of ninety feet. It adjoins the University Club building on the north, and is separated from the Wineman corner on the south by a ten feet private alley. Another private alley of ten feet adjoins this property on the west. It is seen the property has outside light on three sides, which renders the site of especial value, as not one foot of space need be wasted on account of light; making the allowance usual to such cases, the lot can be considered as 50x90 feet.

The building will cost about \$250,000. It will be of steel and iron construction, with fireproof tiling. The front will be terra cotta. A double row of bays will extend from the second floor to the sixteenth story. The first course will be highly ornamented with carved stone, a large entrance being flanked on either side with massive pillars. The vestibule—there will be no court, for none is needed—will be floored in mosaic and wainscoted in marble. The elevators—two, three or four, as is thought best—will be placed against the southern wall of the building, being surrounded with an iron stairway.

The office floors will be finished in hardwood, marble and mosaic. A number of tiers of vaults will be run up. The building, from the comparatively low altitude of its neighbors, will present the appearance of a tower, and will be treated in graceful manner, to make the most of this effect.

The present building is considered as of no worth in the transaction. It was erected right after the fire. It is three stories and a half basement high. It will be removed entirely. The owners are Cyrus Bentley, Jr., of the law firm of Quigg & Bentley, and Julia T. Sherman, of Buffalo. The deal was made on April 15, but was closed formally no earlier than last Friday.

On the five per cent. basis the property is shown to be worth \$230,000, or \$5,750 per foot front, or within a few cents of \$64 per foot of area. Considering prevailing rates, Mr. Boyce secures a bargain. His new building will contain 3,000 feet of renting space on each office floor, or a total of 45,000 feet of space, which should rent uniformly for \$1.25 per foot. His first floor will readily rent for sufficient to cover the ground rent, leaving his office rents to pay running expenses and other charges, and make his profit.

Mr. Boyce will occupy the basement and the first five office floors with the plant of his newspapers. His business office will be on the second floor, his editorial, mailing, stereotyping and composing-rooms above, while the presses will be in the basement. His new building will be the finest structure devoted to weekly journalism in the United States, if not in the world. It will be a fitting home for the *Blade* and *Ledger*, both of which have scored phenomenal successes. The former, with an existence of less than three years, has a circulation of more than 200,000, while the latter, in Mr. Boyce's hands less than one year, has a circulation of about 94,000. The concern employs 115 people in its various departments. Mr. Boyce now has his business office in the University Club building. His editorial rooms and the other departments of his business are contained in the four story and basement structure on Calhoun place in the rear of that building.

In estimating the value of the property leased by Mr. Boyce, it would be proper to include the alley on north and west, as, from the form of title to the property, this could be used above the first floor, as only a passage way need be left. This would make the ground 50x100 feet, the value per front foot \$4,600 and the value per square foot \$46. As the alleys will not be used, excepting for light, it was thought best to estimate on the lease of 40x96 feet. Another advantage will accrue to the new building from the comparative lowness of the University building, which is only eight stories high. The new building, therefore, above its eighth story, can have light on all four sides.—*Chicago Inter-Ocean* April 26.

# THAT

## \$1,000 DINNER

### TO "THE BOYS"

OFFERED BY

# THE BUFFALO EVENING NEWS

☉ Circulation 44,000 Daily. ☉

Last week we made the assertion in these columns that the circulation of the BUFFALO NEWS was greater than the combined circulation of all the other Buffalo dailies; we also offered to give a \$1,000.00 dinner to our friends of the newspaper and advertising fraternity, if any other daily paper in Buffalo could show up (by affording opportunities for investigation same as the News will give) a bona-fide circulation equal to *one-half* that of the News.

The manner in which the News is ready to satisfy the advertising public as to its circulation is this:

To submit to a committee of reputable advertisers or newspaper men, along with a representative of the paper accepting above challenge, all its records and information bearing on the subject of circulation for the past fifteen months, including verified paper accounts, cash books, sales to newsdealers and newsboys in the city, sales in suburban towns and number of papers sold in each town; also the right to examine under oath all present and past employees, from office boy up, on matters pertaining to circulation. Result of investigation and circulation established to be made public.

Any other daily paper in Buffalo consenting to a similar investigation and able to prove one-half the circulation of the News wins the dinner for "the boys." Or if this is not sufficient inducement, we will agree instead to donate the \$1,000 to the Buffalo Press Club.

We ask nothing of any other paper, in proving its circulation, that we are not willing to comply with ourselves; and in view of the fact that at least one other daily paper in Buffalo has been printing and distributing what purports to be a "sworn circulation" of an average of 41,000 daily, there ought to be no difficulty in finding some one to come forward and accept our offer.

Should the above fail to bring forth a response within a reasonable time, we will go still further and make the same offer to any Buffalo Daily paper able to show up, in manner proposed, *one-third* the circulation of the News.

We have recently lost confidence in so-called "sworn circulations," and what we want now is to see a circulation after our own ideas, and are willing to risk \$1,000 to satisfy our curiosity.

T. B. EIKER,

50 TRIBUNE BUILDING,  
NEW YORK MANAGER.

BUFFALO EVENING NEWS.